



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Pike, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	22.8%	Population		29,908	30,222
Aspiring Young Families	15.3%	Households		12,501	12,754
Modest Income Homes	11.1%	Families		7,893	7,950
College Towns	9.0%	Median Age		34.2	35.5
Midland Crowd	8.8%	Median Household Income		\$28,877	\$31,459

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,237.42	\$15,468,987
Men's	46	\$227.62	\$2,845,438
Women's	44	\$410.18	\$5,127,688
Children's	54	\$222.63	\$2,783,155
Footwear	39	\$189.47	\$2,368,579
Watches & Jewelry	52	\$115.23	\$1,440,524
Apparel Products and Services ¹	57	\$72.28	\$903,603
Computer			
Computers and Hardware for Home Use	54	\$112.77	\$1,409,735
Software and Accessories for Home Use	51	\$14.61	\$182,588
Entertainment & Recreation	56	\$2,088.03	\$26,102,448
Fees and Admissions	47	\$293.67	\$3,671,222
Membership Fees for Clubs ²	49	\$82.09	\$1,026,213
Fees for Participant Sports, excl. Trips	46	\$52.61	\$657,638
Admission to Movie/Theatre/Opera/Ballet	49	\$72.57	\$907,195
Admission to Sporting Events, excl. Trips	49	\$29.75	\$371,844
Fees for Recreational Lessons	44	\$56.35	\$704,384
Dating Services	54	\$0.32	\$3,948
TV/Video/Sound Equipment	56	\$806.18	\$10,078,080
Community Antenna or Cable TV	59	\$435.37	\$5,442,541
Televisions	52	\$152.48	\$1,906,173
VCRs, Video Cameras, and DVD Players	57	\$18.81	\$235,135
Video Cassettes and DVDs	58	\$37.72	\$471,533
Video Game Hardware and Software	56	\$20.16	\$251,960
Satellite Dishes	61	\$0.68	\$8,473
Rental of Video Cassettes and DVDs	58	\$29.49	\$368,703
Streaming/Downloaded Video	46	\$0.37	\$4,588
Sound Equipment ³	51	\$107.73	\$1,346,782
Rental and Repair of TV/Radio/Sound Equipment	58	\$3.38	\$42,192
Pets	63	\$277.21	\$3,465,357
Toys and Games	58	\$86.45	\$1,080,708
Recreational Vehicles and Fees ⁴	67	\$290.90	\$3,636,502
Sports/Recreation/Exercise Equipment ⁵	52	\$113.01	\$1,412,719
Photo Equipment and Supplies ⁶	55	\$69.86	\$873,305
Reading ⁷	52	\$150.75	\$1,884,555
Food	57	\$4,700.59	\$58,762,035
Food at Home	57	\$2,789.27	\$34,868,649
Bakery and Cereal Products	57	\$386.90	\$4,836,658
Meat, Poultry, Fish, and Eggs	58	\$705.67	\$8,821,615
Dairy Products	57	\$316.90	\$3,961,597
Fruit and Vegetables	54	\$450.08	\$5,626,462
Snacks and Other Food at Home ⁸	58	\$929.71	\$11,622,317
Food Away from Home	56	\$1,911.32	\$23,893,386
Alcoholic Beverages	52	\$312.54	\$3,907,111
Nonalcoholic Beverages at Home	60	\$262.67	\$3,283,673



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	42	\$424.45	\$5,306,014
Vehicle Loans	62	\$3,571.22	\$44,643,783
Health			
Nonprescription Drugs	63	\$71.74	\$896,825
Prescription Drugs	63	\$357.61	\$4,470,523
Eyeglasses and Contact Lenses	57	\$43.91	\$548,869
Home			
Mortgage Payment and Basics ⁹	48	\$4,413.07	\$55,167,769
Maintenance and Remodeling Services	46	\$953.77	\$11,923,074
Maintenance and Remodeling Materials ¹⁰	59	\$244.46	\$3,055,987
Utilities, Fuel, and Public Services	60	\$2,721.87	\$34,026,078
Household Furnishings and Equipment			
Household Textiles ¹¹	53	\$74.53	\$931,731
Furniture	50	\$332.16	\$4,152,392
Floor Coverings	49	\$47.52	\$594,106
Major Appliances ¹²	56	\$168.41	\$2,105,288
Housewares ¹³	51	\$47.98	\$599,753
Small Appliances	56	\$19.78	\$247,262
Luggage	49	\$4.87	\$60,824
Telephones and Accessories	48	\$20.89	\$261,121
Household Operations			
Child Care	51	\$211.58	\$2,644,964
Lawn and Garden ¹⁴	56	\$236.10	\$2,951,424
Moving/Storage/Freight Express	53	\$28.02	\$350,314
Housekeeping Supplies ¹⁵	58	\$443.67	\$5,546,291
Insurance			
Owners and Renters Insurance	58	\$286.13	\$3,576,971
Vehicle Insurance	58	\$805.24	\$10,066,325
Life/Other Insurance	57	\$328.66	\$4,108,616
Health Insurance	59	\$1,191.44	\$14,894,152
Personal Care Products ¹⁶	57	\$245.98	\$3,074,952
School Books and Supplies ¹⁷	61	\$71.70	\$896,312
Smoking Products	68	\$307.71	\$3,846,642
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	58	\$3,020.59	\$37,760,379
Gasoline and Motor Oil	62	\$1,562.56	\$19,533,608
Vehicle Maintenance and Repairs	56	\$557.37	\$6,967,623
Travel			
Airline Fares	46	\$190.16	\$2,377,180
Lodging on Trips	50	\$210.69	\$2,633,835
Auto/Truck/Van Rental on Trips	44	\$17.09	\$213,685
Food and Drink on Trips	51	\$239.46	\$2,993,532

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.